



**Art 462.801 – Visual Communication Branding
COURSE SYLLABUS: Spring 2017**

Instructor: Saul Torres

Office Location: 1910 Pacific Ave., Suite 412, Dallas, Texas 75201

Office Hours: n/a

Office Phone: 214-954-366

Office Fax: n/a

Email Address: saultorrestx@gmail.com

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:

Required book for class:

The Brand Gap by Marty Neumeier

Course Description:

Through presentations, discussions, and class critiques, students will be introduced to general branding concepts as they relate to visual communications. Projects will include the development of a brand identity and two groups of brand applications for a local client selected by the professor. This work will illustrate how different elements begin to form a cohesive brand and how this influences the success of a company.

Student Learning Outcomes:

- Understand general concepts about branding through visual communications in business
- Learn to develop creative for multiple pieces at once, inspired by one brand direction
- Understand how a brand story is told through a variety of visual elements

COURSE REQUIREMENTS

- Complete four creative assignments
- Complete four reading assignments
- Complete and deliver final presentation to visiting professionals
- Participate in class discussions related to reading assignments and creative critiques

TECHNOLOGY REQUIREMENTS

- Internet access for completion of homework
- Access to a computer with Adobe Creative Suite software
- Access to a color printer
- Laptop which can be brought to class (if this is not possible, computer lab is available)

COMMUNICATION AND SUPPORT

- Professor will be available via email if students have questions about assignments. Email address is saultorrestx@gmail.com. Students should expect a reply within 24 hours of sending email.
- When students receive an email from professor, they should reply immediately to confirm that it has been received. This can be as simple as "Got it."
- Students are responsible for checking their email at least once a day.
- Professor will check that student emails are working during first class. After that, professor is not responsible for emails which were sent but which were not read by students.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance:

- You may be absent from class twice.
FIRST ABSENCE: Aerielle will email the student and copy the instructor and Lee
- SECOND ABSENCE: Aerielle will email Lee and copy the instructor and the student. Lee will contact the student.
- THIRD ABSENCE: Lee emails the student that they have failed the course, the instructor and Aerielle are copied.
- Two tardies of 15 minutes or more equals an absence.
- A tardy of 60 minutes equals an absence.
- If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.
- If a student does not show up for the final they automatically fail the class.
- The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester.
- No eating in the classrooms.

Attendance Sheet:

- Students should sign attendance sheet as soon as they enter classroom and BEFORE they take a seat.

Grading:

- Visual Research and Brand Identity Thumbnails 10%
- Brand Identity Final 10%
- Brand Application (A) Thumbnails and Final 20%
- Application (B) Thumbnails and Final 20%
- Final Presentation: 20%
- Participation in Discussions: 20%

Grading rubrics will be provided as each assignment is handed out.

Final grades in this course will be based on the following scale:

- A = 90%-100%
Work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B = 80%-89%
Work above the general class level, participation in classroom discussion and critique
- C = 70%-79%
Average work, minimal requirements met
- D = 60%-69%
Work below class average, lack of participation and/or poor attendance
- F = 59% or Below
Inferior work, work not turned in, failure to attend class

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

Late Work

When a student arrives for class meeting with an incomplete homework assignment:

- Student will participate in critique but will not have their work critiqued by class
- Student can not send missing work to professor via email (before the next class)
- Student must turn in missing work the following week, along with new homework
- Student's grade will be affected

ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: Rebecca.Tuerk@tamuc.edu

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*). Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

Scholastic Dishonesty

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.

- Academic dishonesty could result in expulsion from the University

Concealed Handgun Notice

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34.06.02.R1.pdf>

and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at [903-886-5868](tel:903-886-5868) or 9-1-1.

COURSE OUTLINE/CALENDAR

Wednesday 1.18

Review:

- Course introduction
- Introduction to branding concepts
- Creative briefs for assigned clients

Homework:

- Complete and document visual research
 - Document observations
 - Complete reading assignment 1
-

Wednesday 1.25

Review:

- Reading assignment 1
- Visual research and observations

In Class:

- Spend final hour developing thumbnails (individually or in groups)

Homework:

- Brand identity thumbnails round 1, including brief written descriptions
-

Wednesday 2.01 (DSVC Meeting)

Meet after DSVC meeting:

- Turn in thumbnails
- Professor will deliver direction following day, via email
- Professor will deliver reading assignment 2 via email

Homework:

- Brand identity thumbnails, round 2
 - Reading assignment 2
-

Wednesday 2.08

Review:

- Reading assignment 2
- Brand identity thumbnails, round 2

Homework:

- Develop three comps from thumbnails
- Reading assignment 3

Grade 1 from professor: Visual research and brand identity thumbnails

Wednesday 2.15

Review:

- Reading assignment 3
- Brand identity comps, round 1 (condensed review)

In Class:

- Continue development

Homework:

- Brand identity comp revisions
 - Reading assignment 4
 - Visual research for possible brand elements (photography, illustration, icons, colors, fonts)
-

Wednesday 2.22

Review:

- Reading assignment 4
- Brand Identity comps, round 2
- Visual research

Homework:

- Finalize brand identity comps, including 3 color options
 - Brand application (A) thumbnails
-

Wednesday 3.01

Review:

- Brand application (A) thumbnails, round 1
- Final brand identity comps (Professor review only. Finals due next day.)

Homework:

- Brand application (A) thumbnail revisions

Grade 2 from professor: Brand Identity comps and participation grade so far

Wednesday 3.08

Review:

- Brand application (A) thumbnails, round 2 (condensed review)

In Class:

- Continue development

Homework:

- Application (A) comps
-

(Wednesday 3.15: Spring Break)

Wednesday 3.22

Review:

- Application (A) comps, round 1

Homework:

- Application (A) comp revisions
-

Wednesday 3.29

Review:

- Application (A) comps, round 2

Homework:

- Application (A) comps revisions
 - Application (B) thumbnails
-

Wednesday 4.05

Review:

- Application (B) thumbnails, round 1
- Final application (A) comps (Professor review only. Finals due next day.)

Homework:

- Application (B) thumbnail revisions

Grade 3 from professor: Application (A) thumbnails and comps

Wednesday 4.12

Review:

- Application (B) thumbnails, round 2 (condensed critique)

In class:

- Continue development

Homework:

- Application (B) thumbnail comps

Wednesday 4.19

Review:

- Application (B) comps, round 1

Homework:

- Application (B) comp revisions
-

Wednesday 4.26

In class:

- Staggered arrival times
- Meet with professor individually to review application (B) comps, round 2
- Continue development during class

Homework:

- Application (B) comp revisions
 - Build final presentation
-

Wednesday 5.03

In class:

- Staggered arrival times
- Meet with professor individually to review application (B) comps, round 3 and final presentations
- Continue development during class

Homework:

- Finalize application (b) comps
 - Finalize presentation
 - Rehearse presentation
-

Wednesday 5.10

- Staggered arrival times
- Each student presents to professionals
- Professionals provide critique

Grades from professor:

- *Grade 4 for application (B)*
- *Grade for final presentation*
- *Final grade for semester*